Resisting generative AI

– A few thoughts –

1. Marketing
2. Scam
3. Hype
4. Refusal
5. Ridicule

Prof Christoph Becker
Nov 2025

Marketing.

"Watching someone use an AI workstation is a vision of what the computer was meant to be."

Marketing. "AI" is a marketing term, not a technical term

"Watching someone use an AI workstation is a vision of what the computer was meant to be."
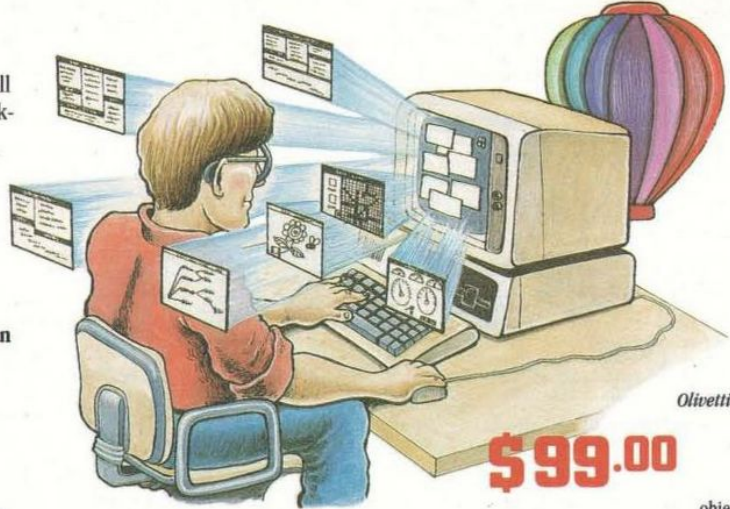
1986, Byte Magazine

Scam. The 🍓 incident was not a hallucination

ChatGPT 4o ⌄

how many r's are in the word strawberry

There are **two** "r"s in the word "strawberry."
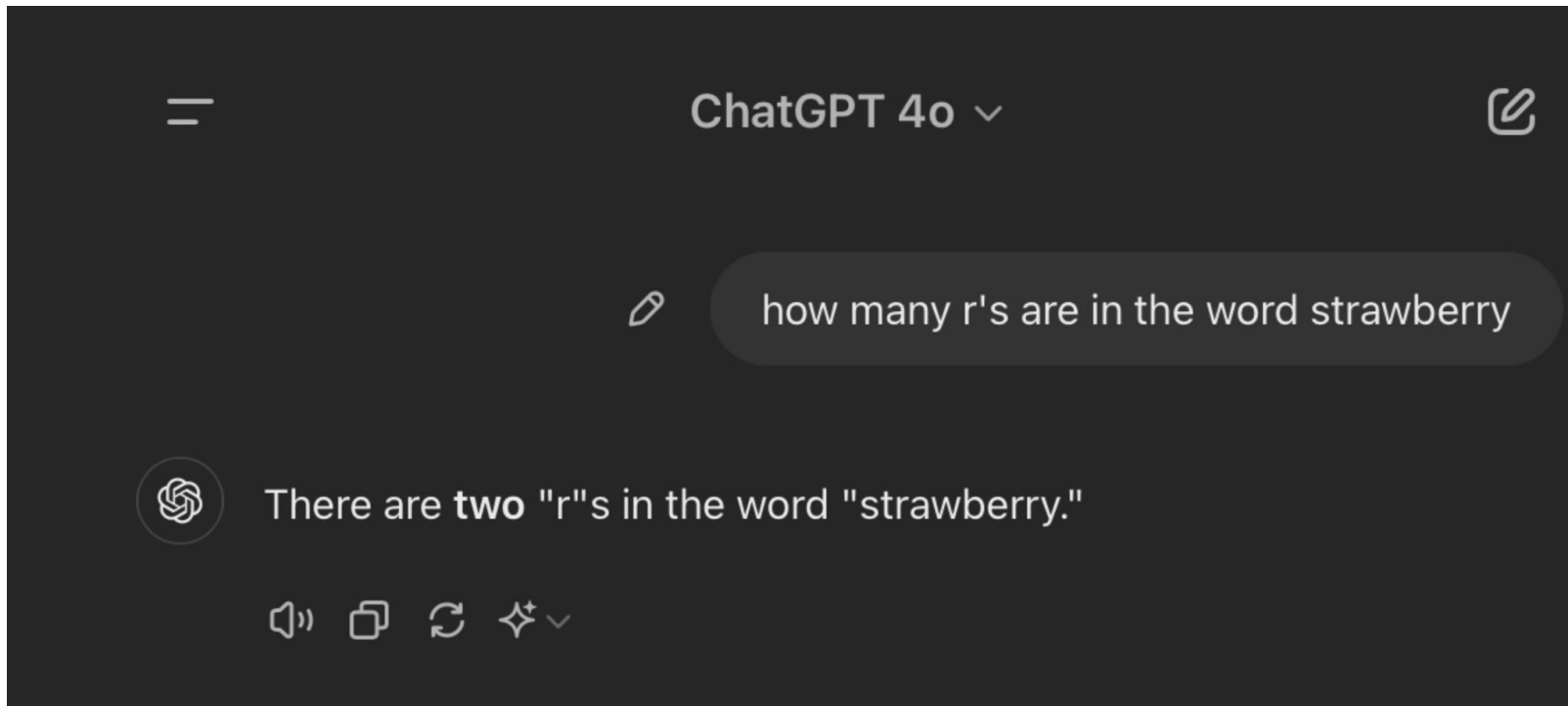
Scam. Generative AI does not do what it says on the tin 🥫

Large language models

do not think,

do not lie,

don't discuss,

don't imagine, and

don't hallucinate.

Algorithms calculate.
Chatbots predict the most likely token to occur next in a text.

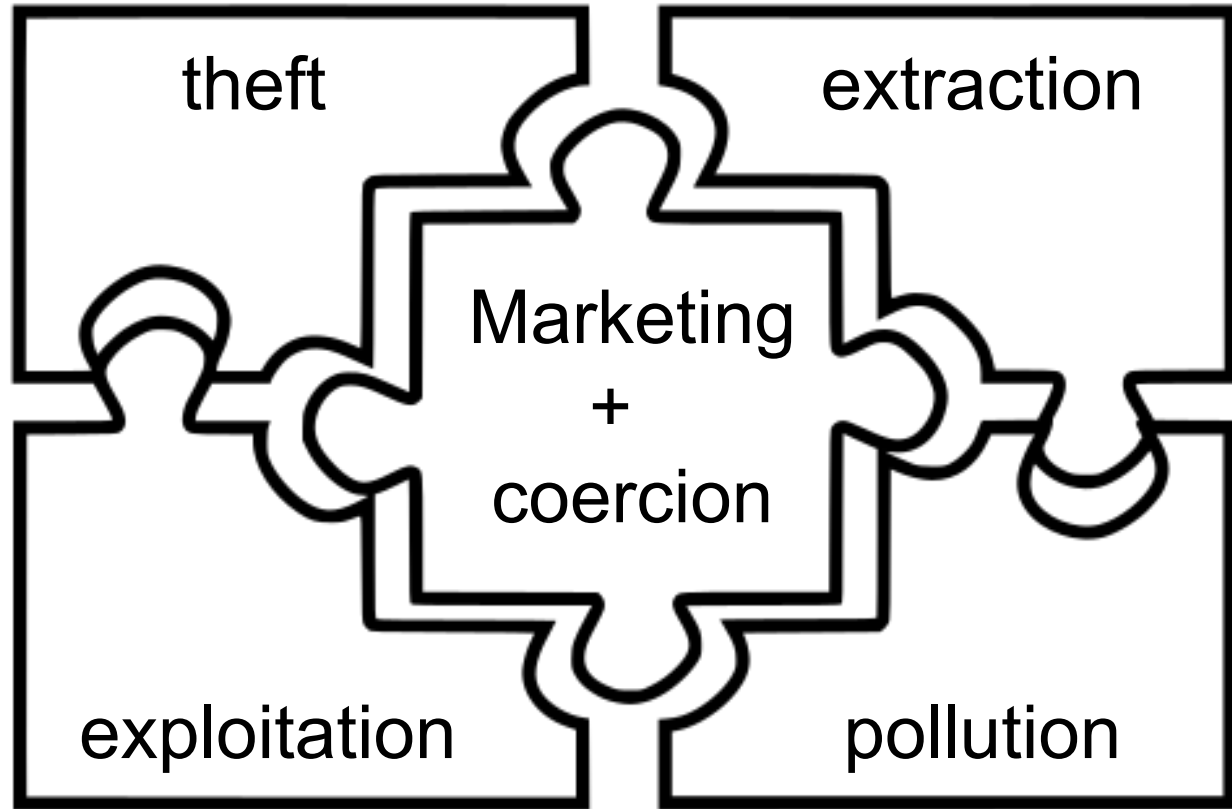Scam. This 🥑 is not a hallucination

How many Os in guaocamole

Let's count the **O's** in exactly what you typed: **"guaocamole."**

g • u • a • **o** • c • a • m • **o** • l • e

There are **2** O's.

(If you meant **"guacamole,"** that spelling also has **2** O's.)

Hype.

theft

extraction

Marketing
+
coercion

exploitation

pollution

Refusal

9. We refuse a data regime of ultimatums, coercive permissions, pervasive cookie collecting, and blocked access. Not everyone can safely refuse or opt out without consequence or further harm. We commit to **"no" being a real option in all online interactions** with data-driven products and platforms and to enacting a new type of data regime that knits the "no" into its fabric.
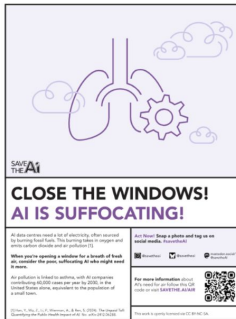
https://www.manifestno.com/

Ridicule.

Le CHAT ou le CHATgpt?
By simply letting your cat go thirsty for a week, you can save enough water to generate an image of a cat drinking from a water faucet. (Not this one. This one is real.)
#SavetheAI and think carefully next time your cat wants to drink water.
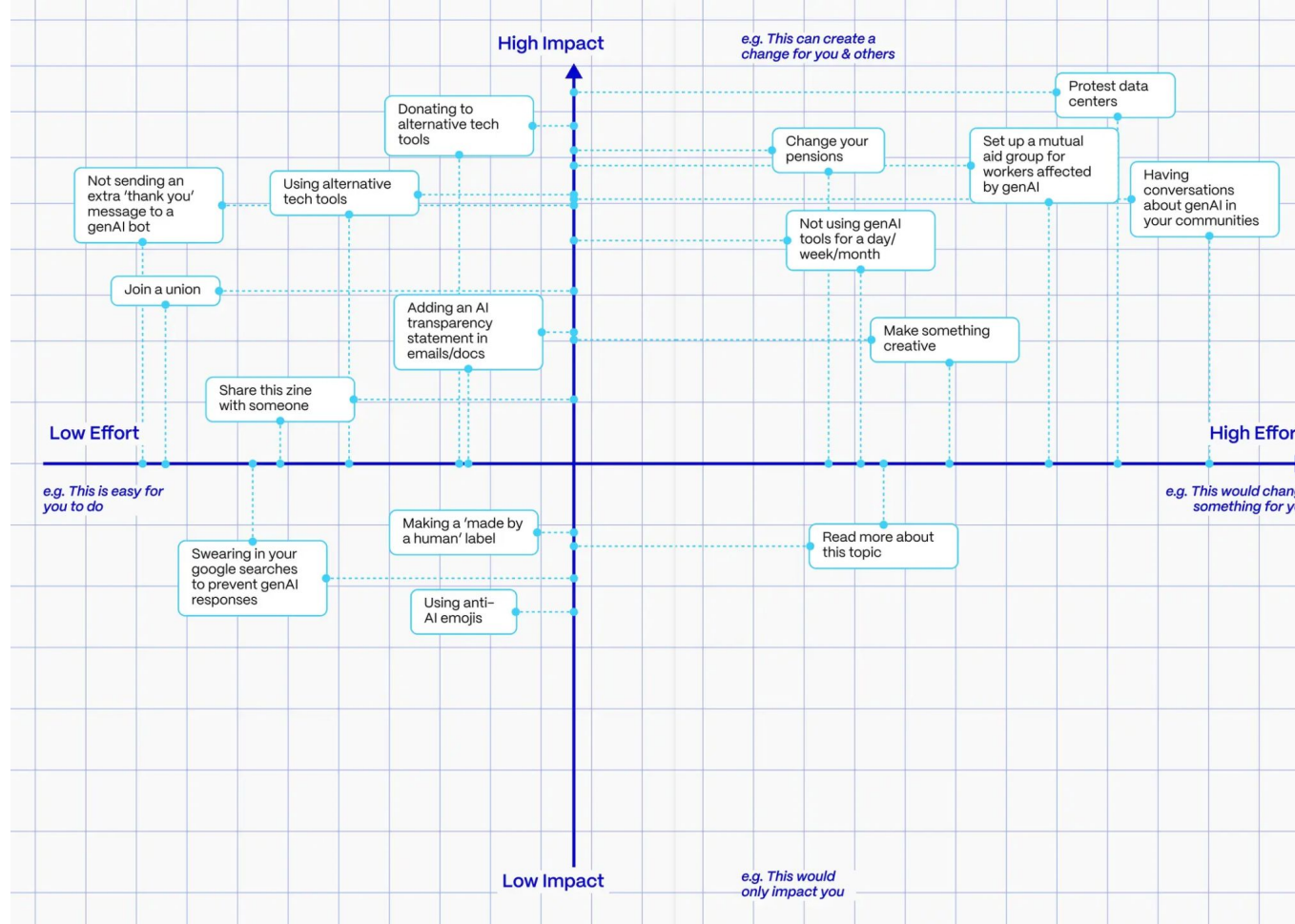
savethe.ai/water

Hide

SAVE THE AI

#caturday   #AI   #AIActionSummit

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https://savethe.ai/

AI-Z: Conversations about resistance and generative AI
https://zines.dair-institute.org/ai-z